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Trends in Hot Cereal December 2022



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Hot Cereal Trends / December 2022

Hot cereal consumers crave innovation

- Compared to cold cereal consumers and category consumers at large, hot cereal consumers over index in interest for the full range of concept innovations presented.
- Concepts such as functional ingredients or included toppings/mix-ins can breathe new life into underperforming hot cereal segments such as grits and porridge.
- Women are more motivated by functional innovations related to nutrition and usage, while men show outsized interest in promotional tactics such as endorsements and nostalgia marketing

THE TASTE VS HEALTH DILEMMA

48%

of **US CEREAL** consumers agree that taste is more important than health when choosing cereal (compared to 28% who disagree)

Adding heat to sweet flavours can spice up breakfast and snack time



General Mills CinnaFuego Toast Crunch (US):
with hot pepper

Introducing a spicy twist to a sweet cereal can be an approach worth exploring when targeting adventurous breakfasters and snackers. In July 2022, General Mills launched CinnaFuego Toast Crunch, a limited-edition sweet cinnamon cereal with the added sensation of a spicy pepper. Targeting predominantly the snacking occasion, this new launch can also be eaten with milk for a spicy breakfast.

Beyond sweet and spicy, sweet and savoury, as well as sweet and salty combinations can also be experimented with for extra stand-out appeal. In Poland, for example, 28% of consumers would like to see more spicy/hot flavours in sweet foods while in Germany, 19% (rising to 28% of 16-24s) would be interested in sweet & salty combinations.



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Source: Mintel Global New Products Database (GNPD)



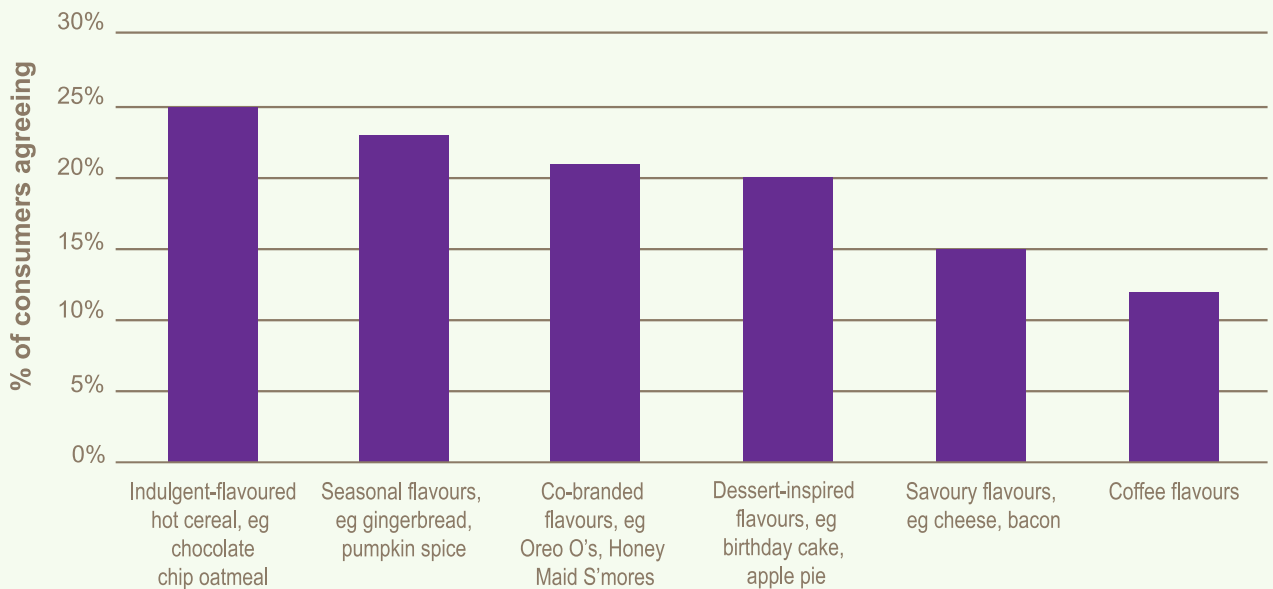


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Experiment with unexpected flavours and limited edition, seasonal or co-branded launches

US: selected flavours that would encourage consumers to buy more cereal, 2022



Base: US: 999 internet users aged 18+
Source: Kantar Profiles/Mintel, February 2022



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Hot cereal launches in North America are focused on meeting consumers' needs for functional nutritional benefits.

- Women motivated by functionality, men by fun: Cereal concepts of interest place greater importance on what's in the box than what's on it, with both genders ranking innovations such as functional benefits and included mix-ins over on-pack content and marketing initiatives.



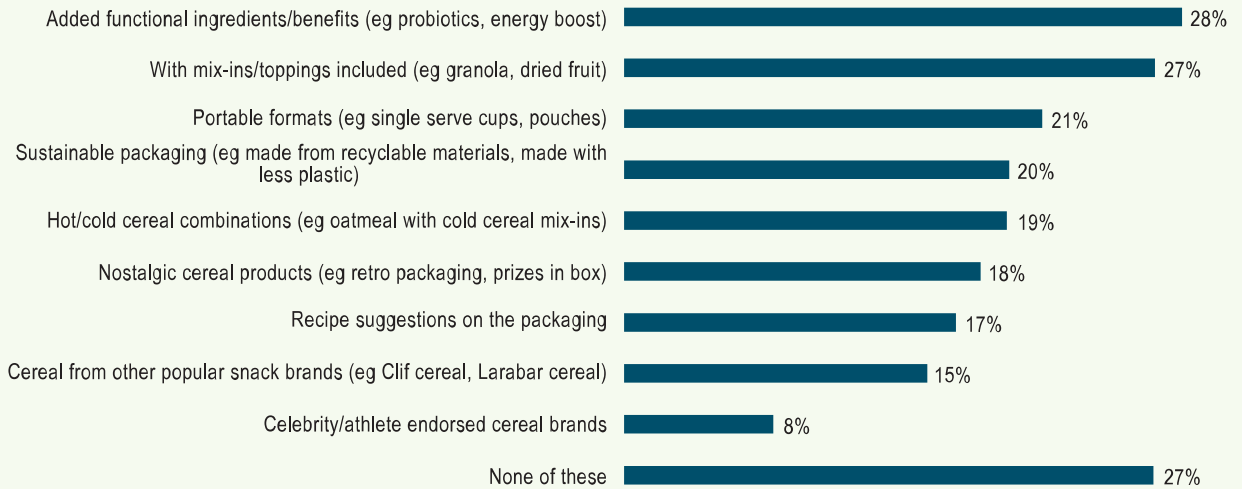
- The preferences of women skew more toward improvement upon cereal's nutrition or usage, while males show an above average interest in concepts rooted in emotion and experience such as nostalgia and endorsements.
- Blending function and fun will reach the greatest range of consumers, though offerings and messaging with specific targeting intentions should consider varied models.
- According to Mintel's TURF analysis, **over half of US adults could be reached by a cereal portfolio with products that provide functional ingredients and benefits, including mix-ins/toppings and portable formats.** Manufacturers should consider how products across their portfolio can work together to deliver on a range of consumer need states and priorities, ultimately creating a product lineup that is rooted in holistic convenience.



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Cereal purchase-driving concepts, 2022

“Which of the following concepts would encourage you to buy more cereal? Please select all that apply.”



Base: 1001 internet users aged 18+
Source: Kantar Profiles/Mintel, February 2022



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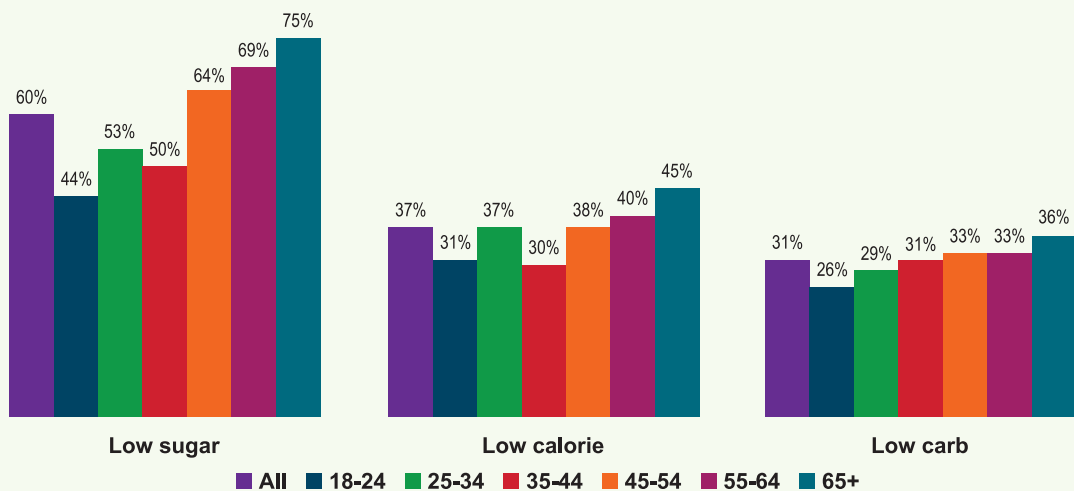


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Sugar remains the point of contention for all

Healthy cereal attributes, by age, 2022

“Which of the following attributes make cereal healthier? Please select all that apply.”



Base: 1633 internet users aged 18+ whose household has consumed cereal in the past 6 months
Source: Kantar Profiles/Mintel, February 2022

- Sugar is a hot topic for all cereal consumers, but nuance is required to overcome objections.
- Though the preference for low sugar is driven by older consumers, all measured age groups select low sugar as the attribute most likely to identify a healthier cereal. According to Mintel’s GNPD, all sugar-related claims have seen significant growth in hot and cold cereal launches over the last five years. However, while “no added sugar” declined from 2021-22, low/reduced sugar and sugar-free showed growth.
- This approach is likely to satisfy consumers age 45+, who favor a more tradition approach to health and nutrition. However, the likely presence of artificial sugar substitutes that are likely to accompany low/reduced and sugar-free claims will be a turnoff for younger generations who are more likely to view artificial sweeteners as unhealthy in their own right.
- Highlighting natural sugar sources is likely to be a strong path in addressing the sugar concerns of younger consumers. Thus, claims such as “no sugar added” can assure young consumers that all sugar present is natural and even beneficial. Honey can allow brands to claim natural sugars and immunity-boosting benefits, and fruit can offer added vitamin value.



Hot & Cold Cereal Trends / December 2022

Novel, Emerging, Established, and Predominant Flavors in Hot Cereal

Although many consumers tend to eat the same breakfast each day, extending the flavor palette of the morning meal is a strong opportunity, given the interest in trying new breakfast foods. Cereal brands can tap into this openness to novelty with 'flavorful indulgence'. To provide a mood boost, cereal brands can celebrate their indulgent side with special edition and dessert-/confectionery-themed flavors. Date, mango, cookie, matcha, peanut butter and sweet potato are among emerging sweet flavor notes globally. Brands should look to visual features, such as vibrant colors, colorful add-ins and ingredients that change the color of milk, to elevate the flavor experience. Toppings, seasonings and aromas can also be used to broaden the dimensions of indulgence.

The flavour maturity landscape uses advanced data analytics to show you the market at a glance. Flavours on the left of the landscape are niche while those on the right are dominant. Flavours near the top are growing in prevalence, while those near the bottom are shrinking. Select a flavour in the landscape to learn more about its market position.



Source: Mintel Flavourscape AI



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Source: Mintel Global New Products Database (GNPD)





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Taro Bubble Tea Oatmeal *The plant-based and USDA organic oatmeal is free from gluten and GMO, provides 4g of complete protein, 5g of fiber and 0g of added sugar per 40g serving*



Cranberry Walnut Matcha Oatmeal Packets *Extremely rich in three very important nutrients, such as ECGC catechin, a powerfully strong antioxidant, L-theanine, a brain wave relaxing component, and high dietary fiber. This microwavable product contains no added sugar*



Choc Peanut Butter & Banana Stir-In Ready Oatmeal *This plant-based product is free from gluten and dairy, can be microwaved; The instant oatmeal is said to feature tasty banana, peanut butter and cocoa topping for a decadent, nostalgic and filling breakfast in 60 seconds, and does not require refrigeration*



Maple Cranberry Flavored Instant Oatmeal with Probiotics *Made with probiotic cultures said to support immune health as part of a balanced diet and healthy lifestyle*